

WEBINAR

Monthly Customer Training

THE
Buying
PLATFORM

Starting Soon!





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WEBINAR RECORDING

Today's presentation recording will be available for download after the webinar.



WEBINAR QUESTION & ANSWER

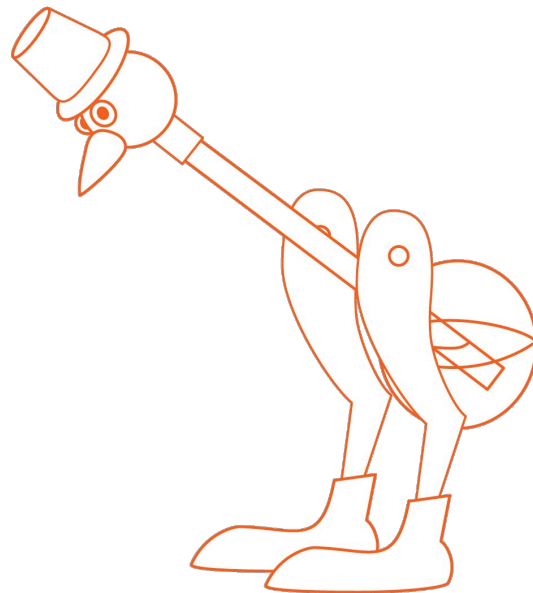
Use the Q&A button

TODAY'S TOPICS

Quick SNAP & Superlatives Refreshers

The Buying Platform

- Demo
- Available customizations
- Launch date



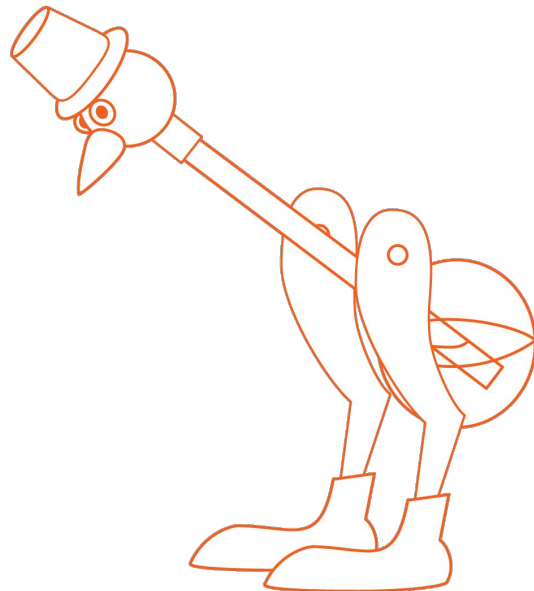
SNAP & SUPERLATIVES UPDATES

SNAP

- [Google My Business](#)
- [Facebook Integration](#)

Superlatives

- [Take advantage of Custom Superlatives](#)
- [Peek into Google Analytics](#)



Product Suite

SNAP

Industry's best
conversion
solution

Source used car
inventory



Accurate & adjustable
trade-in offers

Integrated seamlessly
with SNAP

Superlatives

Merchandise new
& used cars

Create value

Build urgency

The Dilemma

High-converting
High ROI trade tool

SNAP

Minimal questions
Lots of leads
Lower sold rates

————— **YOU** —————
**HAD TO CHOOSE
BETWEEN**

Valuation & process
tools



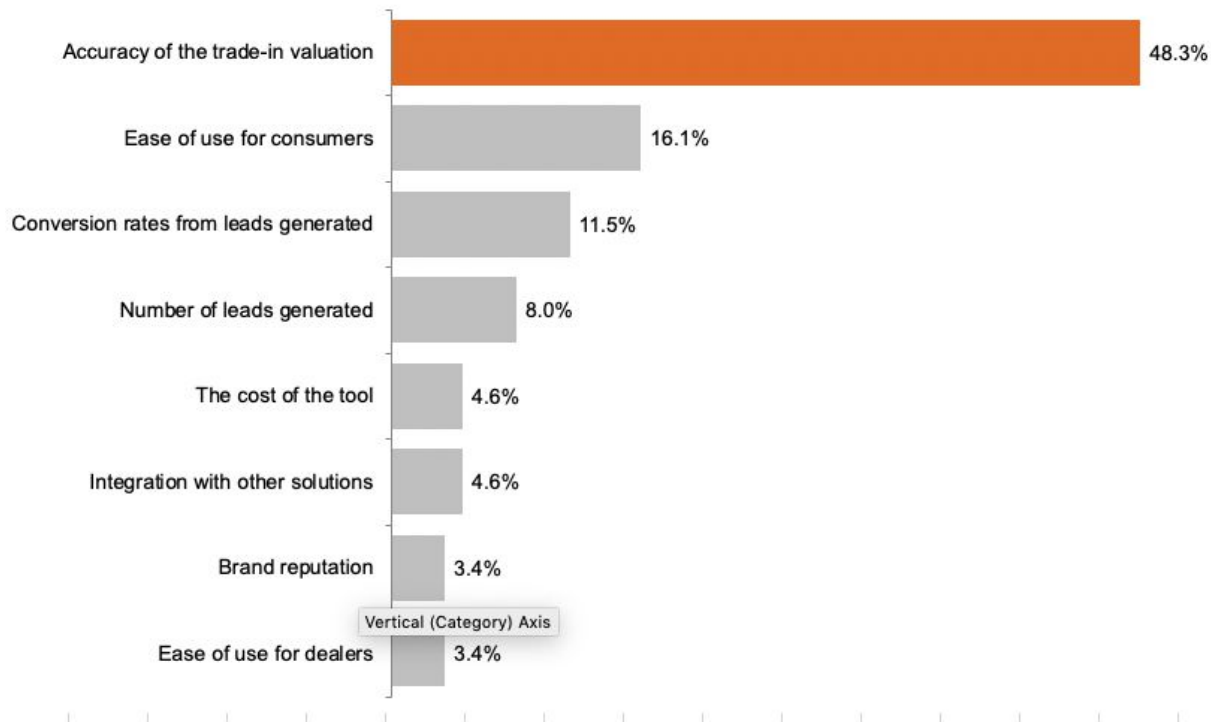
Kelley Blue Book
Instant Cash Offer

TrueCar[®]

More interested shoppers
Kills website conversions from
trade leads



Q: What's the single most important criteria for choosing a trade-in tool?



Source: DrivingSales / TradePending, Jan 2021. N = 87

TAILORING YOUR QUESTIONS

Use our default built-in questions or create your own

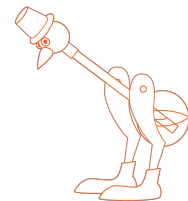
What kind of question do you want to add?

Custom

Select Question	Slider Question	Yes/No Question
-----------------	-----------------	-----------------

Built-in

VIN/License Plate	Exterior condition	Interior condition		
Rims/Wheels Condition	Tire condition	Brakes condition		
Electronics condition	Engine condition	Transmission condition	Missing keys	
Title status	Smoked in	Hail damage	Accident/Towed	Warning lights
Exterior color	Ownership Status			



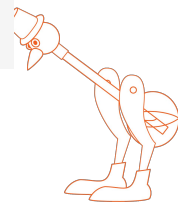
TAILORING YOUR QUESTIONS

Use defaults or adjust deductions for each answer

Question

What condition is the vehicle interior?

Answer	Disqualifying	Minimum Deduction	Percent Deduction	Maximum Deduction	
Great, almost new	<input type="checkbox"/>	\$ <input type="text"/>	<input type="text"/> %	\$ <input type="text"/>	
Ok	<input type="checkbox"/>	\$ 100	1 <input type="text"/> %	\$ 300	
Poor	<input type="checkbox"/>	\$ 250	2 <input type="text"/> %	\$ 500	
Bad	<input type="checkbox"/>	\$ 500	3 <input type="text"/> %	\$ 1000	



TAILORING YOUR QUESTIONS

“Disqualifying” Answers

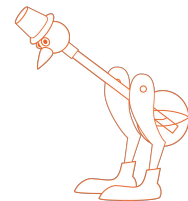
Question

Has it been in an accident?

Followup Question

Was it towed?

Answer	Disqualifying	Minimum Deduction	Percent Deduction	Maximum Deduction
Accident/Towed	<input checked="" type="checkbox"/>	\$ <input type="text"/>	<input type="text"/> %	\$ <input type="text"/>
Accident/Not Tow	<input type="checkbox"/>	\$ 500	2 %	\$ 1000
No Accidents	<input type="checkbox"/>	\$ <input type="text"/>	<input type="text"/> %	\$ <input type="text"/>



WHAT IF...

On a \$20,000 potential trade-in

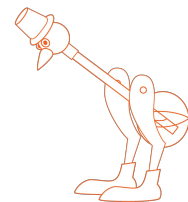
Bad engine	-\$1,000
Bad brakes	-\$600
Bad tires	-\$600
Bad exterior	-\$1,000
Bad interior	-\$1,000
Total	-\$4,200

Unrealistic recon fees
& unhappy customer

OR

Great	\$0
Great	\$0
Great	\$0
Great	\$0
Great	\$0
Total	\$0

Unrealistic recon fees
& unhappy car managers



OVERALL MIN & MAX LIMITS

Total Deduction Boundaries

Minimum Amount

\$

800

Maximum Percent

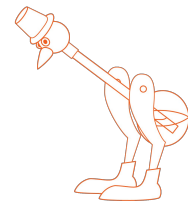
10

%

Maximum Amount

\$

1200



THAT \$20,000 TRADE-IN

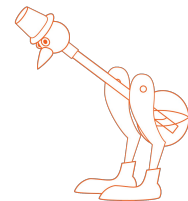
Max of \$1,200 or 10%

Bad engine	-\$1,000
Bad brakes	-\$600
Bad tires	-\$600
Bad exterior	-\$1,000
Bad interior	-\$1,000
Total	-\$4,200
Final Amount	\$1,200

OR

Min \$800

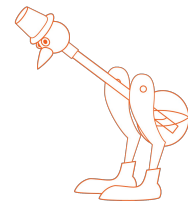
Great	\$0
Great	\$0
Great	\$0
Great	\$0
Great	\$0
Total	\$0
Final Amount	\$800



WHAT A CONSUMER SEES

Recondition fees

Estimated Discount From List (3%)	\$300
100 point inspection, oil change, etc	\$236
What condition is the vehicle exterior? ok	\$68
What condition is the vehicle interior? ok	\$68
What condition are your tires? poor	\$203
How many keys do you have? one	\$270
Depreciation	\$860
Dealer Advertising Cost ¹	\$359
Average Dealer Overhead ²	\$1,110
Dealer Net Profit ³	\$116



OTHER THINGS TO TAILOR...

Report Value Box Config

Sell Now Heading

Sell Now At This Price

Sell Now CTA

Sell Now!

Sell Now Box Subtext

We will write you a cheque for this amount today.
Get your instant cash offer now!

“Sell Now” call-to-action & copy

Congratulations HTML

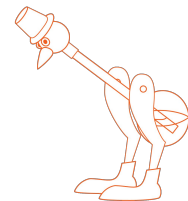
```
<h2 class="text-center">Congratulations! You can sell your vehicle  
for this amount today!</h2>
```

Disclaimer HTML

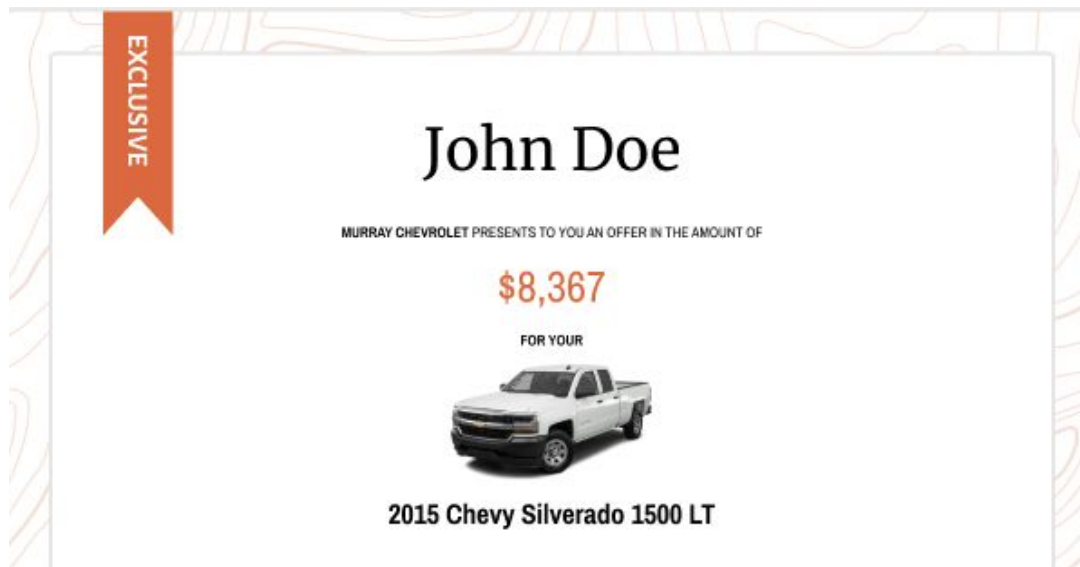
```
<i>All Sell Now Certificates are good for 3 days and then  
permanently expire. A new Sell Now Certificate can be collected  
by completing the online Trade Valuation process again. All Sell  
Now Offers are contingent upon accurate vehicle selection and  
descriptions of condition and are subject to adjustment based on
```

Enable check ☒

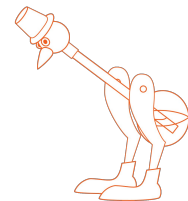
Congratulations message, style & disclaimers



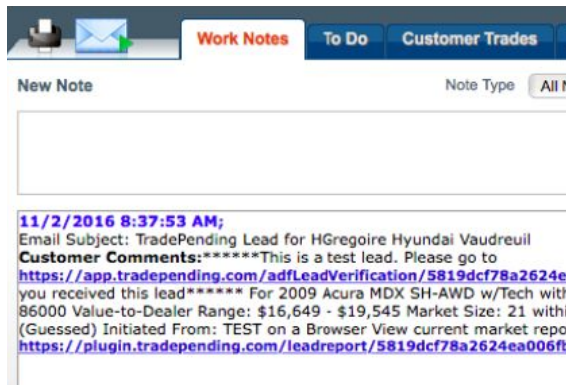
OTHER THINGS TO TAILOR...



Default certificate after completion



WHERE THE LEADS GO...



New Note Note Type **All**

11/2/2016 8:37:53 AM;
 Email Subject: TradePending Lead for HGregoire Hyundai Vaudreuil
Customer Comments:*****This is a test lead. Please go to
<https://app.tradepending.com/adfLeadVerification/5819dcf78a2624e>
 you received this lead***** For 2009 Acura MDX SH-AWD w/Tech with
 86000 Value-to-Dealer Range: \$16,649 - \$19,545 Market Size: 21 withi
 (Guessed) Initiated From: TEST on a Browser View current market repo
<https://plugin.tradepending.com/leadreport/5819dcf78a2624ea006fb>

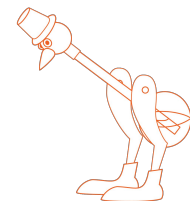
In your CRM, just like SNAP leads
 Read the lead
 Click the link!

Customer	Vehicle/Value
Charlie Gibbs support@tradepending.com 8043749797 Richmond, VA 23235 ©	2017 Ford Mustang GT Premium Fastback RWD V8 5.0L Gas Value to Dealer: \$24,367 - \$27,728 Market Size: 35 within 250 miles of 27701 Sell-it-Now Price: \$24,854.34 🍌
Matthew Davis matthew@tradepending.com 9195936151 Chapel Hill, NC 27517 ©	2017 Ford Fusion S Sedan FWD I4 2.5L Gas Value to Dealer: \$9,250 - \$10,526 Market Size: 30 within 225 miles of 27701 Sell-it-Now Price: \$9,435 🍌
undefined undefined	2017 Ford Mustang GT Premium Fastback RWD V8 5.0L Gas Sell-it-Now Price: \$24,426.96 🍌

In the TradePending App

tbp_started
tbp_complete

Into Google Analytics as Events



CREATE MULTIPLE LAYOUTS

Home Page Configuration

Question

Question

Question

Question

In-store Process Configuration

Question

Question

Question

Question

Question

Question

Question

Question

Question

Question

Question

Question

Question

Question

Question

Question

Dedicated “Sell Us Your Car” Page Configuration

Question

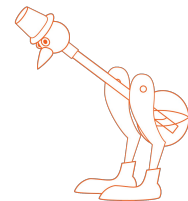
Question

Question

Question

Question

Question



IN-STORE PROCESS

Snap Toyota

Page 1 of 4

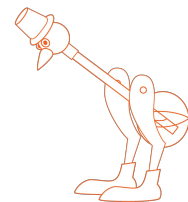
Dealership	Customer	Vehicle/Value	
Snap Toyota demo	Matthew Davis matthew@tradepending.com 9195936151 Chapel Hill, NC 27517 ©	2018 Honda Odyssey EX Mini-Van FWD V6 3.5L Gas Value to Dealer: \$18,532 - \$21,088 Market Size: 34 within 250 miles of 27701 Sell-it-Now Price: \$16,911.36 👍	<u>Market Report</u> Trade Superlatives
Snap Toyota in-store	undefined undefined	2015 Honda Accord EX Sedan FWD I4 2.4L Gas Sell-it-Now Price: \$9,046 👍	Market Report Trade Superlatives
Snap Toyota	Matthew Davis	2018 Honda Odyssey EX	Market Report

Pull up existing leads



<https://plugin.tradepending.com/yourdealershipname>

Use the “closing tool” in the TradePending app without creating a new lead.



BROADEN YOUR MESSAGING

White-label your trade-In offers
Run different marketing campaigns

WHAT'S YOUR END GOAL?

FEBRUARY 1st

Pricing via sales@tradepending.com



High quantity & high quality
trade-in leads

The most accurate valuation
methodology, adaptable to your
strategy

Transparency that builds trust and
your brand equity





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